



## SUMMARY REPORT

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**Agenda Date:** 6/2/2020

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**To:** Sonoma County Board of Supervisors  
**Department or Agency Name(s):** Human Resources  
**Staff Name and Phone Number:** Christina Cramer - 565-2988  
**Vote Requirement:** Majority  
**Supervisory District(s):** Countywide

**Title:**

2020 Sonoma County Combined Fund Drive

**Recommended Action:**

- A) Recognize the leadership team for the 2020 County of Sonoma Combined Fund Drive as Christina Cramer, Human Resources, Chair and Deva Proto, Clerk-Recorder-Assessor and Kathleen Pozzi, Public Defender, as Co-Chairs;
- B) Delegate the Chair and Co-Chairs the authority to conduct the Combined Fund Drive in partnership with United Way of the Wine Country;
- C) Delegate authority for the Chair to sign the Memorandum of Understanding (MOU) with United Way of the Wine Country for the administration of the Combined Fund Drive;
- D) Approve up to \$8,000 in General Fund to cover the Combined Fund Drive expenses for fiscal year 2020-2021.

**Executive Summary:**

The Sonoma County Combined Fund Drive Steering Committee requests the Board's approval to conduct the 30<sup>th</sup> Annual Combined Fund Drive in partnership with the United Way of the Wine Country. This year's campaign theme will be "Sonoma We Are Stronger Together", the campaign will run the month of September, and the campaign goal is \$250,000. The Committee is assuming a mostly virtual campaign for 2020 and plans to bring awareness with creative virtual outreach and activities. The Committee requests \$8,000 to support the campaign's costs, which includes a variety of raffle prizes to incentivize contributions.

**Discussion:**

Last year's theme was "A Walk in the Park: find your path to helping the community". The campaign period was September 9, 2019 to November 8, 2019. The campaign featured the annual tricycle race and numerous department organized events and fundraisers. The County endured the PGE Power Shut-offs and the Kincadee Fire during the campaign period and had to extend the campaign. Even with the disaster, the 2019 Combined Fund Drive campaign raised \$257,853 with over 401 nonprofit organizations throughout the County and beyond benefitting. In last year's campaign, the following are the top 10 nonprofits receiving contributions from the campaign:

Nonprofit Organization	CFD 2019 Designation
1 United Way of the Wine Country	\$61,975

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2	Sonoma County Family of Funds	\$24,260
3	Redwood Empire Food Bank	\$14,333
4	Sonoma Humane Society	\$7,012
5	American Cancer Society - Redwood Empire Region	\$4,277
6	Pacific Northwest US Lifesaving Assoc.	\$3,780
7	Food for Thought	\$3,342
8	The Living Room Center, Inc.	\$3,242
9	Dogwood Animal Rescue Project	\$2,584
10	Social Advocates For Youth	\$2,536

Given the uncertainty the COVID-19 pandemic brings for 2020, the Steering Committee is anticipating the need for a mostly virtual campaign drive this year. Virtual marketing and virtual campaign activities will be planned. If the state of the pandemic evolves to allow for in-person activities, the Committee will adjust planning accordingly. The campaign will run from September 2, 2020 to September 30, 2020. The theme will be "Sonoma We Are Stronger Together," with the key being "Together." This will allow for marketing themes such as Stronger Together, Caring Together, Thriving Together, Rising Together, etc. The team will focus on retention of the current contributions and an increase in new employee and retiree contributors, with a campaign goal of \$250,000.

A budget of \$8,000 is requested to cover the costs associated with the campaign activities. The campaign will include training costs, campaign incentives, and an active communication strategy. The requested amount of \$1,500 more than last year's budget will allow for more expenses related to video production and incentives given the challenges of a virtual campaign. The Committee feels this modest increase in budget is reasonable given the circumstances and the overarching purpose of the campaign. The budget has not increased in several years.

**Prior Board Actions:**

The Board has approved County participation in the Combined Fund Drive every year since 1990.

**FISCAL SUMMARY**

<b>Expenditures</b>	<b>FY 19-20 Adopted</b>	<b>FY20-21 Projected</b>	<b>FY 21-22 Projected</b>
Budgeted Expenses		\$8000	
Additional Appropriation Requested			
<b>Total Expenditures</b>		<b>\$8000</b>	
<b>Funding Sources</b>			
General Fund/WA GF		\$8000	
State/Federal			
Fees/Other			
Use of Fund Balance			

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Contingencies			
<b>Total Sources</b>		<b>\$8000</b>	

**Narrative Explanation of Fiscal Impacts:**

The Combined Fund Drive Steering Committee's Fiscal Year 2020-2021 requested budget is \$8,000. It is included in the Non-Departmental budget, and will be used to cover expenses associated with training, marketing, outreach and incentives.

<b>Staffing Impacts:</b>			
<b>Position Title (Payroll Classification)</b>	<b>Monthly Salary Range (A-I Step)</b>	<b>Additions (Number)</b>	<b>Deletions (Number)</b>

**Narrative Explanation of Staffing Impacts (If Required):**

No County staffing impacts.

**Attachments:**

None.

**Related Items "On File" with the Clerk of the Board:**

Memorandum of Understanding with County of Sonoma and United Way of the Wine Country.